



National Headquarters
6002 Jain Lane, Austin, Texas 78721

phone: 512.462.2181 • fax: 512.462.2028 • www.swkey.org

March 11, 2019

Dear Southwest Key Familia,

The time has come for new beginnings. After much personal reflection and many discussions with family and friends, I have decided to step down as CEO of Southwest Key Programs. This was a very difficult decision. Southwest Key's mission, community impact and people have been my life and my inspiration every day for the last 32 years.

"Opening doors to opportunity so individuals can achieve their dreams," is the mission of Southwest Key. It is a mission that leads us to provide critical support and care for children while also feeding the souls of those called to serve others. Our mission has never been more important. Children that come from difficult circumstances, whether in our own neighborhoods or beyond our borders, all have dreams, they all have potential and they all matter.


Recent events have convinced me and our Board of Directors that Southwest Key would benefit from a fresh perspective and new leadership. Widespread misunderstanding of our business and unfair criticism of our people have become a distraction our employees do not deserve, and I can no longer bear. It's time for new beginnings.

So many of you have dedicated your lives to opening doors of opportunity for disadvantaged children and young adults and I thank you. You engage in difficult, often heart-wrenching work. You work in poor, sometimes dangerous communities. You work primarily with kids of color, determined to overcome tremendous challenges in search of safety and better lives. Together we have created minor miracles.

I could not be more proud of what we have accomplished together or more sincere in my hope that you will continue to dedicate yourselves to this life-changing work. Together we have helped hundreds of thousands of children and families over the last 32 years. ¡Qué maravilloso!

The Board of Directors has asked Joella Brooks to serve as interim CEO upon my departure and will begin a nationwide search for a permanent CEO. I can think of no one more qualified or passionate to lead the organization and I encourage you to give her your full support as she assumes this new role.

Thank you for all you do for Southwest Key and the children we serve. ¡Adelante!


Juan J. Sánchez
El Presidente/CEO
Southwest Key Programs